



# 11 Ways to Create Passive Income While You Sleep That Can Set You Financially Free Forever

Drop Everything – Take the Phone Off the Hook And  
Read Every Single Word Of This – It Can Alter The Way  
You Think Of Creating Your Financial Freedom

By

**Scott Groves**

This is another



production

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From the desk of Unconventional Thinker, Marketer, Sales Trainer and Author of 6 books 'Scott Groves'



Scott Groves

## ***Hello and Welcome!***

Your first question...

"What are the two vehicles for wealth and financial freedom commonly taught today?"

If you answered **share trading** and **real estate** you are RIGHT!!!

These two are the most commonly taught methods for wealth creation in the world right now. Their popularity has grown since property has been growing, developments are going up all over the place and people have been running seminars on the subjects like mad. But just because they are popular, does that mean they are the best?

Let me open your mind to some other possibilities - because correct me if I'm wrong - you probably don't care where the money comes from... so long as it comes in waves and you can go to sleep while it pours in, am I right?

The downside of this and the recent booms in the property market is that people have closed their blinkers even tighter to the enormous opportunities surrounding them everyday which can create passive streams of income faster and often easier than in property and shares.

However, when the property market slows down (like it has now - Gold Coast Aust.) what do people turn to? Do they just do nothing and wait for it to improve? Do they start investing now and wait for it to improve?

### **Some Other Options to Consider**

Let me enlighten you as to some of your options. These can sometimes be even easier than buying a property.

A good friend of mine combined one of the 11 methods I am about to talk to you about and created a passive income stream of over \$21,420 per month extra income while he sleeps in less than 17 months.

By opening your mind to the many different ways of creating passive streams of income you stand to learn faster, earn faster and live the life of your dreams sooner.

And I am not just saying this to hype you up. The truth is I don't want you hyped at all. I just want you to settle in to a system of creating wealth for yourself and continuous learning is the only sure way of achieving this.

***"The more you learn, the more you'll earn."***

Shake off the mental shackles that may be holding you to thinking just in terms of property and shares. For most people they are not in a position of beginning with shares or property anyway. And I am not just talking about the money either. As I say this, the people who have been promoting their "no money down" property seminars are ready to pounce on me.

Even though it is completely feasible to buy property with no money down. What I am talking about is the emotional and mental stamina you need to handle the rejection, the knock-backs and difficulties that come with each territory of wealth creation.

The hardest thing about property and shares is they can require so much in terms of learning time when starting out. Plus people are thrown head first into a 6 figure investment and they are quite frankly shitting themselves and hoping it works out.

They buy the ONE property and pin their hopes, dreams and life savings on the only property they could afford. Why? Because it was all they knew. Their knowledge base restricted them to operate within the confines of what they knew.

Now I am NOT saying that property is a poor investment or you will go broke if you invest in it. On the contrary, property can be very lucrative. You just need to know what you are doing. My main concern

is for the people who build their wealth standing on ONE leg.

You have probably heard the phrase "Multiple Streams of Income". Well, this is the way to true wealth - recession proof wealth. Wealth that doesn't rely on limited factors for success.

The following 11 categories can be divided into passive income streams that require money equity and sweat equity to create. So depending on where you are personally at, you can begin to build a stream of income (some while you sleep) that can set you financially free for life.

Please note that some of what I am about to share with you I know more about than other areas. My areas of expertise are limited to the categories that give examples. The remainder I know exist, and I could name dozens of people who have experienced tremendous success with, but I will only speak at length in the areas that I currently and actively am (or have been) involved in.

### **Your Two Roads to Passive Wealth - Money Equity ands Sweat Equity**

Money equity is the investment where you put considerable amounts of money into a venture and watch it go from there. I reserve this category for the \$5,000 or more.

Sweat equity is for people with less than \$5,000. Your fortune can be started with as little as \$15. Sometimes nothing more than a pen and paper will have you well on your way to a fortune.

Do I have your attention! - read on...

First of all, I must give you the ultimate secret to creating wealth. I use the word secret because most people do not know this AND SHOULD.

What I am about to tell you should be taught in school and reviewed every year from about 8 years old. This way each of us and our children can work steadily towards their financial freedom whilst still in high school.

Read on...

**The Secret to Creating Life Long  
Wealth and Financial Freedom Is to  
Find A Way to Create**

**'Passive Income from Your Passion'**

That's it! Think about the above statement for a moment and let the truth of it penetrate the very depths of your soul.

As you think about this statement, the following thought may cross your mind...

"Any wonder I haven't become wealthy. I know what I love to do, but I never thought long enough about how to turn that into a stream of income that flows to me while I sleep. I know about property and shares but they don't make me want to jump about of bed in the morning. I love \_\_\_\_\_."

Now take a second and fill in the blank. What do you love?

In a moment you are going to be shown 11 ways to create passive income. At least one or more of these will suit whatever passion it is you seek to create a passive income from.

**"I would rather fail at what I love than  
succeed at what I hate." - George Burns**

You are about to have ideas flood your brain as you go through this next 11 ways to create passive income - so grab a pen and paper and get ready to stop and capture your ideas whilst they are still fresh.

**NOTE - DO NOT** read on until you have written down one or two things that you just love to do. I don't care if it is "watch TV all day", "go to the movies", "drink milkshakes", "paint toenails", "breed yaks", whatever.

It doesn't matter what it is that you love and there is no stupid answers here. Whatever you love to do you can bet you are not alone. So just follow my instructions and in less than 20 minutes you may find

yourself with a formula for financial freedom you never knew existed.

Write down your passion NOW!!!

Or...

Everything you read from here on will seem useless until you do.

Once you have wrote your list... turn the page for your 11 Ways to Create Passive Income from Your Passion.

If you would like to learn more about finding your passion and how to discover and combine your goals with areas of your life that are super important to you then get your hands on [The Power of Subconscious Goal Setting and Prepare to Unleash Your Potential](#)

(turn the page)

# 11 Ways to Create Passive Income from Your Passion

## -The Nuts And Bolts Revealed-

### Passive Income From Your Passion #1

#### Own a business but don't bloody work in it

More people today than ever before are getting into business for themselves. The only danger is they end up working in it, not ON IT! I highly recommend you read these books before ever consider starting your own business. If you have already started then you better read these before you go broke.

Michael Gerber's E-Myth Series (read them all)  
Robert Kiyosaki's Rich Dad, Poor Dad and Cashflow Quadrant

There are light years between owning a business and being self employed or working in your own business. Too many people are not clear on this minor but significant detail.

If you buy a business and work in it, you will end up stressed out, working 60-70 hours a week, doing things you do not have the expertise to do. Why do I know this? Because I have been there and done it. I still partially do it today with some areas. I have to constantly outsource mundane tasks to make sure that I work on my businesses. No one business person can or should even want to be the expert bookkeeper, marketer, administrator, inbound phone person, gopher, mail collector, packaging person, etc.

You must bring to the business your strength and let other people do the rest.

Delegate is the greatest word in business you so few want to let go of the control levers they long dreamed of getting hold of.

Take Mr. Frustrated for example. He has been working in a salary paid position for 12 years. His boss treats him like crap and he finally gets the guts to up and buy a business and leave the safety

net of his employment (which is becoming less and less safe as the years go by). He buys a small gymnasium to work with his wife. BOOM! First mistake. He set out to work IN it, not ON it.

He suddenly finds himself 6 months into it and overwhelmed with government regulations, tax, bookkeeping, supplies, maintenance and his sleepless nights about how to grow the membership is driving him insane.

Mr. Frustrated has gone from frustrated with his salary career to stressed out and sleep deprived with the business he now works IN.

What should he do?

He should create systems that any idiot can follow. He should start working ON stepping out of the business so he can get a bird's eye view of it. He should begin to delegate and give control of the daily tasks over to someone else - anyone but him.

The key thing to understand when you own the business is that you do not lose control by not doing the daily grind - so long as you write the systems and control the system.

You've all heard the classic example that has been used to death - McDonald's. Did you need me to remind you that these multi million dollar restaurants with sub standard food are run by teenagers?

**So here's what to look for if you ever consider buying a business** (and want to get it for a bargain-

- 💛 Do they have systems in place, training manuals, etc?
- 💛 Do they have poor marketing? (Me messages - lack of customer benefit marketing)
- 💛 Do they have a database? (if no, they are running a poor business)
- 💛 Do they have good staff who you can bring the best out of and would like to work with you?
- 💛 Do they have marketing files with results of their ads?

These are key things to look for. If they have good systems, good cashflow, good database, good marketing aimed at what the customer wants and not

just shouting their business name, then you will possibly be asking for top dollar. And fair enough. The question then is can you franchise it? (More on that one in a moment).

If they have none of this, then the business is worth very little in my opinion. Unless it is making a large net profit (which is unlikely) then you should be able to take it off their hands for just a few thousand dollars - sometimes zero. Any more than that is risky as you will be spending a considerable amount of time and / or money to get things into shape.

If it is at least making some money and they have none of these things in place then imagine what you could do with it if you knew how to do all these things.

## **Passive Income From Your Passion #2**

### **Franchise your business**

If you have a business or decide to buy one, think about how you can duplicate it. Maybe you can franchise it where you sell the rights to someone who now does what you do for a fee. Or you can franchise your own as a company operation. Many businesses you see duplicated are a combination of company owned and franchise stores.

Bookstores, Fast food, Manufacturing, Stationary, newsagents, are all examples of business that can be owned by the company or sold off to individuals who then use your systems and name for a fee.

You need to see a solicitor who specialises in this sort of thing. It is a specialised field and there are many different ways to structure these arrangements.

Along with my consulting business, web site marketing, seminar and speaking business, books and products business, I also own Dream Maker Tennis Academy's. We have 3 locations and we will soon be selling the rights to other tennis coaches to use our systems and get access to our back end products so they can make money if it pours rain (which most tennis coaches have no idea how to do).

**Some considerations are -**

- 💞 Do we provide them with National Advertising?
- 💞 If so, do we collect a fee monthly annually or not at all?
- 💞 What do we supply them with, signage, marketing literature, our systems, training manuals, data management software, teaching methods, products range, internet products etc?
- 💞 What do we charge them for this?
- 💞 What guarantees do we make?
- 💞 What training do they get when they start?
- 💞 What support do we provide?

(2007 Sidenote - I sold this in January 2006 to focus on other streams - there are other examples and plans revealed in this report which didn't happen as a result)

And the list goes on.

Done right, franchising or licensing certain elements of your business can be very lucrative. The proven system is everything. Without it, you don't have a product (business) you can duplicate. You must be able to make it work without you.

One very important point - not all franchisers end up huge successes. They are expensive to get into and can still fail. Make sure if you are even mildly serious about buying one that the training and ongoing support is second to none. In my opinion you may be better off starting your own business and learn the game, then seek to franchise your own. You will learn more and appreciate the business knowledge you accumulate and who you become (if that sort of thing is important to you).

*(turn the page for # 3)*

## Passive Income From Your Passion #3

### **Network Marketing (Multi Level Marketing) - the most bagged industry in the world.**

Network marketing is like human franchising. And it is now one of the biggest industries in the world.

**"The richest people in the world build networks."**  
- Robert Kiyosaki

This is where your average Mum and Dad can start with little or no money and create a fortune. Network marketing has many powerful advantages. And yes it has been bagged and criticised. (Mostly by people who have failed at it).

So what!

There are thousands of people out there who will tell you network marketing doesn't work and it is only a way for companies to sell their products. "People don't actually make any money out of it", you will hear.

You will also hear that some network marketing companies are "shonky". This however can be said about almost any industry in the world. It is not network marketing that is shonky... it is the cowboy companies that have stuffed things up and failed.

**"There is no such thing as a 'shonky business' - people can be shonky. Business is often the magnifying glass of the people running it."**

Some network marketing companies do have shonky products. Some have excellent products. Much like a few restaurants I can think of.

The key is to find one in an industry you are passionate about and then find a company with a proven track record that you can trust. The catch is this with most of them - your biggest opportunity is while the company is still young because you can build a bigger downline and live off the compound effect once it is going OR you can wait for a proven track record and build it easier on the credibility it has built but it will be harder because more

people have potentially seen the presentation or heard the pitch. Once people have a preconceived idea about your network marketing company it is hard to change their mind. You are better off finding new, fresh, energetic and passionate people like yourself.

Does network marketing work? In a nutshell YES. But like all things it differs from person to person. You cannot escape the human element. This is why it is so important to find ways to create passive income from your passion. If your heart is not in it, it is hard to make anything a success.

Advantages - you can build it part time, often little money up front or ongoing, you will learn about personal development and sales etc whilst it is inexpensive. What I mean by this is that you don't stand to lose a lot while you are learning. People who invest tens of thousands into a business when they have never run one before are amongst those 80% who fail in the highest proportions. Network marketing is a great way to build experience in the business world. But make sure you treat it like a business and it can reward you for a long time.

What to watch for - does the downline you are looking at joining provide regular training and support? If so, how often, who by, when and where? What are the commission qualifications? Ongoing costs?

The biggest network marketing industry to flourish in the last ten years or so is the health industry. In fact, 9 of the 10 biggest money producers in the world are in the health industry. Whilst Australia and America can tend to be a little sceptical on Network Marketing, did you know Japan is huge on it.

The question on your mind...

Am I or have I been involved in network marketing? The answer to that is YES. And please note that in my early 20's I failed at them all. Why?

Because I had little passion in the product in or industry and got all wrapped up in a money making opportunity. This is the biggest mistake people make when entering any new business.

The successful one worked when I combined it with a core business and used the network marketing product as a complimentary back end sale.

Our tennis business used a nutritional supplement company. I personally used the products and even though we don't promote it because I no longer have the tennis business, I still receive monthly cheques (albeit small ones, but I haven't done anything with it for over 18 months).

Back to the point of this report...

A great question to ask yourself when evaluating a company is,

"If there was no money ever to come from this would I still be interested in this subject or product for my personal use?"

Once I began to think from a customers point of view and a marketers point of view, I began to do well. That friend of mine I mentioned turned his income (from a small range of health products into \$21,420 per month extra income in less than 17 months). And even he would admit that he did it easily. I sometimes think he works harder than he admits - but when you passionate about something you don't count the hours do you?

Here is another question I ask before doing anything... in any business

"Would I be happy to promote and sell this product to my closest family members if it wasn't network marketing?" "Can I market this to the general public and not rely on friends and family to build a business?"

This is important because the best network marketers will succeed if they have no family or friends involved. The answer for me was a resounding YES so I began to market it. How quickly did I get started? I took me the first 2 weeks to turn minimal hours into a \$419 cheque (which the company did pay me - a good sign the company is above board). And yes I still receive money today from it and people are still joining.

**Note** - as much as I enjoy the network because I do love people I have to admit this is not my

favourite source of passive income - I will explain which is in a moment - keep reading...

**Who do I recommend seriously look at Network**

**Marketing** - school leavers. They can learn the basics of the business world without having very much to risk. Plus school leavers get out of their comfort zones much more easily than most adults. They are still in learning mode and eager to meet new people and make things happen.

Secondly, I recommend long term employees look at it before they consider buying a business. Learn the ropes even if you don't see it through to a fortune. Good companies will teach you what to do, bad ones will teach you what not to do, but most importantly you will see first hand how to systemise which I have already mentioned is the key to business success.

## **Passive Income From Your Passion #4**

### **License information products - product itself or coaching and training opportunities**

According to industry expert Lois Sloane, in 2001 the licensing industry generated 70 Billion dollars at retail.

#### **What is licensing?**

Licensing is the grant of certain rights to a manufacturer or service provider for use of a mark (like a trademark) that is owned by someone with the rights (hopefully you).

Licensing has not been around for that long. It is a young industry of no more than 2 decades old.

Fast forward to today and you now have everything being licensed from Barbie to Shrek, Wiggles, Harry Potter, Disney, Nemo, The Incredibles, Cars, Ice Age and yes, even the Pope.

#### **Essentially people buy the use of a MARK**

However, licensing has taken on many different forms since the introduction of the information age. It can be a character, a label, a name, a sports

label (like NFL or AFL), celebrities such as Elvis, and the list goes on.

Now you have the ability to license information. I have authored 6 books and my criteria for creating a book in the first place is this...

Can I turn this into -

- 📖 Book
- 📖 eBook
- 📖 Work Book / Action planner
- 📖 Cd Series
- 📖 DVD Series
- 📖 Seminar
- 📖 Training Program
- 📖 Corporate Accreditation Program

If it doesn't have the ability to at least potentially satisfy 90% of these areas I won't look seriously at it. Why? People these days want information in the method they want to consume it in. Not in the way I want to create it in.

Books are great (in my opinion). I love reading and I love holding books. I never thought I would ever catch myself reading books on my computer screen (eBooks), but I now buy probably one or more per week. I just want the information and because I am searching on the net to get what I want, when I find it, I want it now so I buy it.

Some things are best taught in a coaching environment or visually by video. There are markets for them all. But not all information products suit all product modalities.

Having created these products I can now sell the products on their own or I can sell the rights to them to a company or an individual who may want to market and create money out of my product. This is fantastic for all. Why?

It gives others who have the contacts but no product an opportunity to profit. It gives authors like me an opportunity to tap in to the resources of others and it gives companies access to products for their training of sales and staff in a way like never before.

When I speak and develop training materials for companies, one of the things I do is retain the rights to the content I create. Part of our agreement

is that I own the copyright and have the rights to create a product out of it and sell it to whomever I like.

The consulting fees I get are nice. But the products I get at the end of it to sell top to other companies is even better. Even if the company who hired me on a consulting basis wanted to end the training but retain the content for ongoing training, they would have to pay me a fee to use it. The information is mine.

In the information age we don't need products to be entrepreneurial. We only need information. That's what being an info-preneur is all about. We are in the information age after all.

Some businesses are now even charging people to download their logo via SMS onto their mobile phones.

There are really no limits.

Licensing is a phenomenal and very creative way to make a stream of income. And one of the greatest things about it is that at the end of the day you are really only selling a piece of paper. You sell a contract that gives people the rights to use your name or product. You don't even need a product as the company that buys your license may want to produce something totally new and they'll pay for it and develop and produce it all themselves. They might just want your information, name or idea.

You can and should do it in a way where they produce the goods and you just provide the ideas. The costs are on their shoulders and the excess cream is in your pocket.

#### **How do you get started if you don't have any product?**

Here's one method I used to create a DVD and CD series of one of my seminars. A company wanted to hire me to conduct a full 10 hour seminar for about 70 of their people. At that time I was charging around \$3,000 for the days training plus materials or I would do an individual rate based on the number of people. This is quite often \$370 per head so 70 people would mean a lot more money (over \$20,000) but I would still have no product.

What I offered them was this...

If you will pay for a camera crew and recording equipment, we can record the event and I will give you a copy for your sales meetings so your salespeople can review the day. I will reduce my fee to \$2,500 if you will pay the wholesale price of the Action Planners (71 page 3 ring binder) to be produced.

I also negotiated to have other people attend if I sold the tickets at my normal rate so we could fill the room -and I keep all the profits on my clients. I put another couple of thousand dollars in the room from my own sales.

The videoing costs were over \$2,000 which I didn't have to pay for so I looked at it as a \$6,500 day that gave me a professional product with no outlay.

I also sold additional products on the day as people bought my books while I signed them along with one of our eBooks on CD as an upsell.

Editing to a final product cost \$475.75 and I was away.

So instead of working my ass off and making what is obviously pretty good money doing our seminars and training, I approach everything with the purpose of looking for ways I can create another passive stream of income.

I now have DVD footage and Audio CD's that I can sell over the internet and to companies without having to lift a finger. You may be thinking that it is time consuming to sell and market the products which it is in many respects. That's why you should create your ideas, information or products and do it fast.

**Note** - I consider myself a novice in this field (maybe that's a little tough but...). What I have learned is that the more you learn about licensing, the more creative ways you will find to capitalize on it.

## Passive Income From Your Passion #5

### Royalties - books, cd audios, tapes, videos, dvd's,

I love this one too! Having authored books it is almost like a ongoing birthday surprise to receive cheques in the mail for books I have sold to bookstore chains etc. Order over the net carry even more excitement for me.

You can create so many varying ways to receive royalties that I will no doubt miss some here.

The title sums it up best. All types of product can carry royalties. You can sell out to a publisher and collect a smaller royalty or if you are a good marketer you can choose to retain your publishing rights and market it yourself (which is what I have done with all of my books - and YES I was offered publishing contracts but I turned them down).

Just for your information (and this will vary from publishers)... but in the world of offline books, publishers offer anywhere from 10-20% of gross sales as a royalty back to you. I commonly see 16% but still think this sucks unless they confirm in writing that they are throwing huge publicity and marketing dollars into your book. This is highly unlikely as a new author. I believe (and this could be wrong) Stephen King's etc collect anywhere up to 50% royalties because of the pulling power of their names.

A good idea can be worth millions or even BILLIONS.

J.K. Rowling, Author of the now Infamous Harry Potter series is reported to be worth more than the Queen of England herself. Impressive huh!

Whether it adds \$500 or \$500,000 a month to your income it is easy money once it is up a running, because it pours in while you sleep. If you can get it to a point of maturity in the market where its popularity feeds the life of it, you can be become financially free.

I recently received an unexpected royalty because a government school photocopied a paragraph from my book 180 times. My royalty for this... over \$4,000.

## Passive Income From Your Passion #6

### Marketing consultant with % of gross sales as part of your fee

Good marketers who understand the WANTS (not needs) of people are worth their weight in gold.

There are countless businesses that produce some ball tearing new product that is going to revolutionise the world but a year later find themselves broke or bankrupt because the thing just never took off.

Unless businesses know how to communicate with the masses (the future customers) then the best product in the world won't sell.

Some marketers work for no money up front and take a percentage of the company. Some take an upfront fee only. Some marketers (the good ones - get both).

You can have a percentage of gross sales paid to you as a royalty. You can ask for a dollar value per mailout. Even 1 cent per mailer can add up if the company sends 10 million pieces a year. That's a \$100,000 a year royalty. And if it is a good direct mail piece, it could be used for a number of years.

Ted Nicholas is one of my favourite marketers. Having sold over \$400,000,000 worth of products and services and personally written the marketing for his own books that have sold in excess of 4 million copies - this man really knows what he is doing. His fees (and this could be outdated) start at \$15,000 upfront and 5% of gross sales. A nice earn when he writes a good one I'm sure.

My favourite of Ted's books is [Magic Words That Make You Rich.](#)

The title should intrigue you. You can get the first 2 chapters for FREE by [clicking here](#). No person who publicly says they are serious about making money through marketing should be without this book and a few others I can think of. [See my Scott Recommends Page inside "Immortal Entrepreneurs" Area for a full list](#)

**Just out of interest... one of my other favourite marketers is Joe Sugarman.** He wrote that famous BluBlocker Sunglasses™ commercial. Do you remember those "flies eyes" looking specs that blocked out the blue light giving clear vision. Well he wrote the sales copy that sold over 20 million of those baby's. He has written a book called [Psychological Triggers.](#)

If you are serious about learning about this kind of industry and you have a passion for writing and how words affect people then these are two of the best books on the subject.

If you begin to write good ads that produce results and want to market yourself in a way that your hard work pays you for as long as your ad gets used then you know how the basics of how it should be structured.

**Note:** Do not under estimate your ability to make a passive income stream from this field. I practically failed English class in high school (so did Joe Sugarman).

Your ability to communicate with people is the key. Getting inside their heads and understanding them is the key. You are not out to win a Nobel Prize in literature - although I believe that pays pretty well also (not passive of course), you are out to affect people and make them take action on something that can improve their life.

If you have real fire in your belly about a product or service then you may be just the right person to write the copy for it.

*(get ready for # 7 - read on...)*

## Passive Income From Your Passion #7

### Website - internet marketing

Hit prediction - website marketing will become one of the biggest sources of income to both businesses and stay at home Mum and Dads' who want to increase their wealth. And YES you have arrived at my favourite way to create passive income.

#### Why do I say this and what are the advantages?

- 💞 It works 24/7 while you sleep
- 💞 It is low cost
- 💞 It is very easy to track results and change strategy before you invest a lot of money
- 💞 It isn't rocket science - even html is easy (take it from me 'cos I didn't know how to turn on a computer in the year 2000).
- 💞 The internet is something people are familiar with already
- 💞 You can test market it before you even bother creating or sourcing product
- 💞 It is automatic (if you want)
- 💞 It will bank your money for you while you sleep
- 💞 You can use the internet for anything you are passionate about (one guy has been successfully selling yak sperm online to breeders) - it is open season
- 💞 Technology is here to stay!!!

I could write for pages and pages on this subject - but I am not going to. That is why I have websites. If you are interested in doing what I and other successful online marketers do then I suggest you check "Immortal Entrepreneurs" Member Area for recommended resources.

[www.ScottGroves.com](http://www.ScottGroves.com)

You will find everything you need right here.

Internet marketing is simple once you learn it. But you must treat it like a business.

**ONE TIP** - If you are looking to market someone else's product then make it one you bought off your own bat. Chasing the bucks is not going to create the success

you seek. You must believe in the product enough to buy it if you want to be a successful affiliate.

A couple of my websites won't even allow you to become an affiliate unless you buy the product. People who don't buy it don't have the belief or the interest in the subject enough. They rarely make any sort of contribution to sales and marketing. The passion is simply not there.

## **Passive Income From Your Passion #8**

### **Commissions - eg. Life insurance, Mortgage Brokering, and other financial areas**

The direct selling industry is an industry I have been involved in for almost fifteen years. My first business venture was at age 17 when I began giving tennis lessons to people in my local neighbourhood. I soon began writing ads for school newsletters and taking phone calls. I learned very quickly that if you say something the right way, using the right words you increase your sales.

Since then I have never stopped studying the power and magic of words and their influence on the human mind - I find it fascinating.

If you are like me also, you may find the selling industry like a second home. One good industry for passive income is insurance. You sell the policy this year and when it gets renewed next year, you get paid again.

A simple concept I think you would agree.

In mortgage brokering, you sell home loans or commercial loans for property, you get an upfront commission and then a **trail** commission paid to you monthly for the life of that loan.

Imagine that you worked at creating a solid customer base for a couple of years - you could create a passive income stream that could last you the rest of your life.

Like all selling industries they are continually changing. To succeed in insurance or passive renewal

sales from direct selling you need to do your homework and develop an inner strength that will see you through some of the tough times that sales inherently brings.

If you are on commission only (like I was) then you will soon discover that you start every day unemployed. Whilst there is no ceiling on your income, it sometimes feels like there is no floor either.

You certainly learn a few things about yourself by being in the direct selling industry - and I highly recommend it if you can find a product or service you believe in that pays well.

## Passive Income From Your Passion #9

### Viatical settlements

I must admit, **this one made my skin crawl when I first learned about it...**

The more I thought about it, the more I realized how win-win it was - you must have a passion for helping people for this to work for you.

**Note** - Many companies are not licensed to sell this product and in the U.S. it is still not federally legislated. You need to do your homework before ever thinking of investing.

Viatical settlements are death policies that you buy off people who want their money before they depart mother earth. I now see them as win-win but I can openly admit to the morbid uneasiness my uneducated mind first thought about.

The Viatical Settlement industry took its name from a Latin word "viaticum" which means provisions for a journey.

Here's how they work...

Often people want money to help them with treatments before they pass and they simply don't have the money to be properly cared for. Others may

want to save their home from foreclosure because of the medical expenses or help treat their child who is sick and in need of support. People would prefer to spend the money whilst they can still make a difference rather than accept a cheque after someone special is gone.

**How do you make money from this  
(and help someone out at the same time)?**

You buy a policy from the insurance company in exchange for a set % return - sometimes as high as 20% return. The people who originally took out the policy get to cash up by selling their death insurance for less than what they would get if they died.

A good site to check out for more info on this is <http://www.viatical-expert.net/>

Enough said on this one. It is a very delicate area. **The reason I shared it with you is to open your eyes to some more of the many ways you can create passive income while you sleep.**

And you would have to admit... it does open your eyes doesn't it?

*(2 to go for you - keep reading...)*

## Passive Income From Your Passion #10

### List broking / database renting

This has long been a lucrative source of dollars. Simply put - you have a list of names of people that you rent to someone so they may market to them. You get paid for someone to rent your property (which in this case is the names you have on a list).

If you are smart - which I assume you are if you are reading this, then you have probably or already worked out that you can combine many of these strategies yourself in order to create passive wealth.

For example, you may create a list from the internet that you can re-sell. On the internet these are commonly called co-registration lists.

Offline you can accumulate names from other product sales you have made.

Joint ventures are also a wonderful way to collect names. Initially you wouldn't sell the list to someone else but you may approach an organisation about an idea you have. You market to them with your product or idea and once the people subscribe to your list you know have the option to use those names.

**Note** - be careful doing this with a joint venture list as you can lose good joint venture partners which may prove more profitable for you in a marketing campaign for your own idea.

Also note - the yellow pages is NOT a directory you should think of reselling. There are many privacy laws you must abide by these days. Do your homework and you should be fine.

Personally I would recommend the internet as the best source for this. Some sites get ranked very high without even having products to sell on them. You can approach the owners of these sites and see if you can have people subscribe to something that you offer. If they are not into that then offer to buy their site from them. This would be like any other business transaction.

For more information on how to create a ton of web traffic and ways to buy other people's websites (and market your own) you should seriously get hold of this ground breaking course that produced over [\\$1 Million dollars in sales in the first 24 hours of being online - without spending a single cent on advertising.](#) Click here for more information.

This program created internet history upon release and the success stories from this man's material is rolling in (even from novices).

## **Passive Income From Your Passion #11**

### **Endorsements**

Great for celebrities / sports people and even whacky crocodile hunters (referring to the late and legendary Aussie Steve Irwin - may he rest in peace).

Now I know you might be thinking, "Well I'm not famous how could I do this?" And you may be right.

But this doesn't stop you from becoming known for something in the future does it?

The key to any sort of celebrity status is to create outstanding results, be controversial (and be able to back it up in a good argument) or make your mark in sports, music, acting and even business today.

When most people think of endorsements they often think solely in terms of celebrities we see on TV or hear on radio.

The key to pulling a passive income from endorsements is "PUBLICITY". You must become known throughout the public. And it doesn't need to be the general public.

Since being in the speaking and training industry and on the internet for some time, it might surprise you to find that I consider some people famous and yet I could ask 9 out of 10 people on the street,

"Who is Mark Victor Hansen, John Reese, Les Brown?" and many do not know.

Just for your information...

Mark Victor Hansen is the world's best selling personal development author which he co-wrote with Jack Canfield. Together they have sold over 90 Million Books from the Chicken Soup for the Soul™ Series. It is also the best example of licensing from a book in the personal development field.

John Reese is the guy who made \$1 Million Dollars in the first 24 hours of launching a web page and product onto the internet without spending a dime on advertising. To my knowledge, this has never been done before.

Les Brown is one of America's leading motivational speakers and an amazing man. He now reportedly gets paid around \$50,000 a hour to speak. He is brilliant.

Now if you haven't heard of these guys you are not alone. The point is this...

**People become famous in their niche markets.**

To become famous to the general public can be a huge task. But to become well known within an industry or specific market niche is much easier. And often much more lucrative.

Everyone (including you) knows something about something that most people do not. Ask yourself, what is it that people come to me for? This usually holds the key for how others see you as an expert.

If someone has ever approached you and said, "Hi, I was told to ask you about\_\_\_\_\_, can you help me?" then you have already been endorsed.

All you have to do now is create a product or service from your information and you are away. You begin writing some articles and send them to people within the industry. Next thing you might find yourself being commissioned to do certain work, speak to an organisation, consult to a company or charitable organisation, and perhaps even be paid as a speaker / ambassador.

Maybe you are just a whacky person who best suits a commercial or type of product. If you have a memorable type of personality then you have what it takes to pull endorsement contracts.

Once again this method can be combined with many of the others we have discussed here. If it involves marketing a product or service then think passively and come up with a license agreement where you can be paid over and over again.

If you make it into a commercial, have your contract specify a royalty (I wouldn't do this with new products to market unless you really believe in its potential to survive).

You may be thinking that you are too unknown to star in a commercial. What about subway boy who lost all that weight? An everyday bloke who had his own success story from using someone's product. He is now their poster boy for the healthy sell.

What products do you currently use that you can endorse? Just another way to think about the power of endorsements.

As a speaker and author I am always prepared to give endorsements if I believe in the product and I will do it for no money in many cases. Why? Because it gets my name out there.

There are so many ways to use endorsements the mind boggles. You can make money on the front end with it. You can make it passively through royalties etc. You can make it on back end products sales.

**SPECIAL BONUS IDEAS  
FOR PEOPLE WHO DO HAVE A PASSION  
FOR PROPERTY and SHARES**

*Turn the page*

## Passive Income From Your Passion #12

### Options

Share trading with options for monthly cashflow - learn your stuff or you will get burned - I have personally done this also (been burned I mean).

I honestly found it a paperwork pain in the ass.

It is only recently I discovered Roger Hamilton's Wealth Profile system and now realize I was playing a game I am not built for.

To discover your own wealth profile - [click here](#)



Click on logo

It is time consuming to stay on top of things as the markets change so rapidly. Yes you can make good money trading stocks in a variety of ways. But mark my words... if you are not passionate about shares do not waste your time. I believe you must immerse yourself in it to succeed.

## Passive Income From Your Passion #13

### Positive cashflow property

Commercial (preferred) and residential (not negative gearing) because you have to keep working to claim against your income or you will go broke because it takes money out of your pocket. Some high salary earners love it - I personally don't because you can't sleep in and go the beach - something I seek to do almost daily.

Don't believe your family and friends who tell you that you can't find them and they don't exist - they have no idea. They probably don't even know that most local councils auction off "Default Mortgages" almost every quarter (people who fail to pay their rates). These councils are serious about collecting their money and have the right to sell your house on you to collect it if enough time passes.

At one point I even asked a certain council if they would put me onto a database list and let me know when these properties were coming up. They did and every 2-3 months they sent me a list of sometimes 10 or more properties that were coming up for auction. I usually saw around 70% of these drop off the last as auction days approached.

Just shows you that people will find the money when they want something bad enough. This left 2 or more go to auction at bargain basement prices. Remember the council only needs to recoup their outstanding rates. This can mean discounted properties of up to 90%. I know of a block of land valued at around \$30,000 that went for \$1,000. Only one guy bid for it.

That's \$29,000 equity in a heartbeat - not bad. It was in the middle of a small town and he didn't even build on it. He put up a billboard and approached the local pub who paid to advertise on it and he got his \$1,000 back plus interest as he now had a recurring monthly income from the signage. The block just sits there. He could even have a local truck driver pay to leave his truck parked on it and collect another \$100-200 a month. You may laugh but that is another \$2,400 a year. Money while he sleeps.

Starting to think outside the square a little?

Good!

I truly hope I have opened your eyes to the possibilities that surround you in everyday life.

There are no limits to what can be done. Only limits to what you are prepared to do.

Think about the areas of life you have real passion for. Things that are fun and exciting to you. And with the list above you can start to explore ways to create passive income from them while you sleep. And just maybe you will wake up a few years from now

and realise that you work because you love to... not because you have to. I truly wish this for you.

**Remember...**

**The Secret To Creating Life Long  
Wealth And Financial Freedom Is To  
Find A Way To Create  
'Passive Income From Your Passion'**

Your friend,



**Scott Groves**

Founder of "Immortal Entrepreneurs"



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**Think BIG! Act BOLD! Have FUN!**

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